



March 5, 6 & 7, 2008 - Chapman Center Miami, FL
CONVERGING TECHNOLOGIES ON THE DIGITAL HIGHWAY
Presenting Sponsors:



International conference & exhibition exploring solutions to the broadcast, digital production, post production & digital transition issues facing the Caribbean and the Americas.

CONFERENCE AGENDA

WEDNESDAY, MARCH 5

9:00 AM - 9:30 AM OPENING KEYNOTE ADDRESS

10:00 A.M. - 11:30 A.M.: CREATING THE IMAGE I: HD PRODUCTION & PREPRODUCTION
MC - Creating the optimal HD image starts before you reach the set. New production design, make-up and wardrobe techniques help make the difference.

Presenter: Hiram Perez, Owner - Lumenlux & Associates, Inc.

11:30 AM : COFFEE BREAK

12:00PM- 1:30 PM CREATING THE IMAGE II: ON SET
MC Builds on Part I. Which lighting, gear and practical considerations must one face to get the best results? Learn the tricks, tools and trends involved for shooting in HD and dealing with tapeless workflow.
Presenter: Hiram Perez, Owner - Lumenlux & Associates, Inc.

2:00 PM - 3:30 PM DIGITAL BROADCAST STANDARD OPTIONS
B The transition to digital broadcasting requires selecting a new broadcast format. Representatives from each - ATSC, DVB-T and ISDB-T present the advantages and requirements of this technology.

2:30 PM - 4:00 PM PUBLIC TELEVISION FUNDING FOR INTERNATIONAL PRODUCERS
B Public TV entities reveal funding resources, content preferences, requirements and program deadlines available to international producers.
Moderator: Adriana Bosch, Bosch & Company

4:00 PM- 5:30PM: THE ASPECT RATIO CHALLENGE
MC What does the change in aspect ratio mean to your production? Considerations include cabling up, graphics, post and repurposing content in real time.

6:00 PM - 7:30 PM KODAK OPENING NIGHT COCKTAIL PARTY

MC = Master Class **B** = Business Solutions Session

THURSDAY, MARCH 6

10:00 AM - 11:30 AM: NEWS & SPORTS I: NEW PRODUCTION TECHNOLOGY
MC Overview the latest ENG cameras, software, solutions and workflow trends specific to news & sports production.
Moderator: Leonardo Emilio Gañán, Broadcast Consultant

10:30 AM - 12:00 PM: INTERNATIONAL PRODUCTION SHORTCUTS
B Regional producers share their secrets for the vendors, crew and resources that give them the best results when producing in the Caribbean & the Americas.
Moderator: Natalie Thompson, Producer - Cinecom Prods.

12:00 PM - 1:30 PM: NEWS & SPORTS II: GRAPHIC DESIGN
MC The digital transition promises greater data transmission capabilities. What new trends and equipment options are available for what lies ahead?

12:30 PM - 2:00 PM PRODUCING FOR THE WEB
MC Session focuses on content, budgetary and practical considerations producers face when creating product for online.
Presenter: Mimi Belt-Gonzalez, Producer - Que Pasa Prods.

2:00 PM - 3:30 PM NEWS & SPORTS III: FIELD AUDIO FOR HD
MC Explore new resources for field audio. Discussion includes multiple channel & microphone solutions for HD audio.

2:30 PM - 4:00 PM WHAT'S DRIVING THE SHIFT TO HD?
B Bandwidth, advertising, multi-platform distribution, infrastructure and cost are all considered as we weigh the pros & cons driving the shift to digital production and transmission.

4:00 PM - 5:00 PM: DIGITAL ASSET MANAGEMENT - MONETIZING SLEEPING RESOURCES
MC Reel to reel, 16mm film, beta & 3/4 tapes deteriorate daily in storage. Archiving, cataloging and workflow solutions can turn your storage space into a working archive. Address the metadata challenges facing today's producers & broadcasters.

FRIDAY, MARCH 7

10:00 AM - 11:30 AM: MOBILITY : RICH MEDIA CONTENT
B Increased use of mobile devices provides opportunities for repurposing, branding and original content creation. Discussion covers infrastructure, content aggregation, business models, hardware and tools required
Moderator: Leonardo Emilio Gañán, Broadcast Consultant

10:30 AM - 12:00 PM: POST - AUDIO
MC How today's engineers meet the infrastructure & HD production challenges when editing & mixing audio. Includes overview on mixers, consoles and working with Dolby.

12:00 PM - 1:30 PM: CUTTING THE PUBLICITY PIE - WHERE DO I PUT THE MONEY?
B What is the most effective way to spend ad dollars today? Professionals discuss trends including digital imaging, audience metrics and how the publicity pie will be cut tomorrow.

12:30 PM - 2:00 PM: POST - EDITING
MC How today's editors face challenges of cutting for multiple end uses while facing shorter deadlines. Broadcast, online, podcast and mobile tools will be discussed.

2:00 PM - 3:30 PM: CONTENT & COPYRIGHT PROTECTION
B Explores legal as well as technical content security and copyright protection for all types of transmissions.
Presenter: Leonardo Emilio Gañán, Broadcast Consultant

2:30 PM - 4:00 PM: DIGITAL INTERMEDIATE SOLUTIONS
B Panel explores what triggers the growing use of DI's, digital acquisition, collaboration and a long view of what hardware & software have the best shot at standing the test of time.
Moderator: Naida Graham, Publisher - Below the Line

4:00 PM - 5:00 PM: DIGITAL CINEMA ROUNDTABLE
B What is the cost of not going digital? Discussion centers on the future of cinema production and exhibition in light of new trends and technology.

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